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<b>INFORMATION DISCLOSURE STATEMENT BY APPLICANT</b>  <i>(Use as many sheets as necessary)</i>				<i>Complete if Known</i>	
				<b>Application Number</b>	10/783,323
				<b>Filing Date</b>	Feb 20, 2004
				<b>First Named Inventor</b>	Michael W. Kruger
				<b>Art Unit</b>	3623
				<b>Examiner Name</b>	STERRETT, Jonathan G.
Sheet	1	of	1	Attorney Docket No: IRIC-0009-P01	

US PATENT DOCUMENTS					
Examiner Initial *	Cite No	Document Number	Publication Date	Name of Patentee or Applicant of Cited Document	Pages, Columns, Lines, Where Relevant Passages or Relevant Figures Appear
		6636585	Oct 21, 2003	Salzberg, A. J., et al.	
		6839682	Jan 4, 2005	Blume, M. et al.	
		7379890	May 27, 2008	Myr, D. et al.	

FOREIGN PATENT DOCUMENTS						
Examiner Initials*	Cite No	Foreign Patent Document	Publication Date	Name of Patentee or Applicant of cited Document	Pages, Columns, Lines, Where Relevant Passages or Relevant Figures Appear	T <sup>2</sup>

OTHER DOCUMENTS -- NON PATENT LITERATURE DOCUMENTS			
Examiner Initials*	Cite No <sup>1</sup>	Include name of the author (in CAPITAL LETTERS), title of the article (when appropriate), title of the item (book, magazine, journal, serial, symposium, catalog, etc.), date, page(s), volume-issue number(s), publisher, city and/or country where published.	T <sup>2</sup>
	NPL-46	, "Application Serial No. 11/926, 318( IRIC-0009-P05 ), Non-Final Office Action mailed 2/2/2010", , 53	
	NPL-39	, "Application Serial No.11/927,515 (Atty Ref IRIC-0010-P02 ), Non-Final Office Action mailed 02/17/2010", , 10 Pgs	
	NPL-42	MALHOTRA, et al., "Marketing research in the new millennium: Emergin issues and trends. Marketing Intelligence and Planning", <u>Vol. 19, NO.4.</u> 2001 , 216-235 pgs	

EXAMINER

/Jonathan Sterrett/ (09/30/2010)

DATE CONSIDERED

Substitute Disclosure Statement Form (PTO-1449)  
 \* EXAMINER: Initial if reference considered, whether or not citation is in conformance with MPEP 609. Draw line through citation if not in conformance and not considered. Include copy of this form with next communication to applicant. <sup>1</sup> Applicant's unique citation designation number (optional) <sup>2</sup> Applicant is to place a check mark here if English language Translation is attached

ALL REFERENCES CONSIDERED EXCEPT WHERE LINED THROUGH. /J.S./